



## **Nomination Guidelines**

### *SBA National Small Business Week*

#### **Introduction**

In recognition of the small business community's contribution to the American economy and society, the President of the United States designates one week each year as National Small Business Week. In May 2005, the Small Business Administration will honor our nation's outstanding contributors. Award winners will be selected at the state, regional and national levels.

#### **To Nominate for Small Business Person and Small Business Advocate Awards**

Specific instructions and guidelines are outlined on the following pages. Any individual or organization dedicated to the support of the small business community in the United States, including, but not limited to, trade and professional associations and business organizations, may submit nominations for Small Business Person awards and Small Business Advocate awards. All nominees must own or operate a business defined as small under the SBA's size standards.

Please submit nominations to:

U.S. Small Business Administration  
Montana District Office  
10 W. 15<sup>th</sup> St., Suite 1100  
Helena, MT 59626

Nominations must be postmarked or hand delivered no later than **December 3, 2004**.

You may not nominate an individual for more than one award category. Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1 1/2" binder. Incomplete nomination packages will not be considered.

## **A complete nomination package will include, in the following order:**

1. A single cover page with —
  - the nominee's full name, title, business and home addresses with telephone and fax numbers;
  - the award for which the nomination is being made;
  - the nominator's name, title, place of business, business address and telephone number; and
  - a one-paragraph description of the nominee's business for Small Business Person of the Year, Small Business Exporter of the Year, Entrepreneurial Success Award, SBA Young Entrepreneur, and Family Owned Business of the Year nominations, or the profession/occupation for all Advocate of the Year nominations.
2. A completed background form which will be made available to SBA field offices. For "team" nominations for Small Business Person of the Year, a background form is required for each team member
3. An original 8" x 10" or 5" x 7" photo of the nominee; photocopies are not acceptable.
4. A nomination letter, not exceeding two pages.
5. A brief biography of the nominee, not exceeding one page.
6. A business profile, not exceeding one page.
7. A concise statement of the qualities and performance that merit the award, not exceeding two pages.
8. A financial statement of the nominee -- including balance sheets, profit-and-loss statements and financial reports — not exceeding 12 pages, on 8½" x 11" paper (required only for Small Business Person of the Year, Exporter of the Year, Entrepreneurial Success Award, Home-based Business of the Year, the SBA Young Entrepreneur of the Year and the SBA Family-owned Small Business of the Year).
9. Any other supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
10. A completed Consent for Disclosure of Information (SBA Form 2137), available at SBA field offices.

## **Selection Procedures**

Small Business Persons of the Year will be selected at the state and national levels. In those states served by more than one SBA district office, awards will also be presented at the district level. Winners at each level will be considered for awards at the next highest level. Nomination packages for each state winner will be sent to regional SBA offices and prepared for transmittal to the SBA's National Advisory Council Office for review. The National Small Business Person of the Year will be selected by the SBA's Administrator based on the recommendations of the agency's Small Business Week panel of judges. The winner will be announced during the National Small Business Week.

## **Key Deadlines**

Dec. 3, 2004..... National Small Business Week 2005 nominations must be received by SBA district offices.

Jan. 7, 2005 ..... SBA district winners are selected from multidistrict states; state winners are selected from single-district states.

Feb. 9, 2005 ..... A panel of judges selects state winners in multidistrict states.

Mar. 16, 2005..... State Small Business Persons of the Year are announced.

## **Eligibility and Evaluation Criteria**

Nominees must be residents of and employed in the United States and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws (see page 1 for nomination requirements). The U.S. Small Business Administration's size standards apply in defining a business as small. Consult your nearest SBA district office if you have questions.

## **Awards Presented to Individuals Who Own & Operate a Business:**

### **Small Business Person of the Year**

Any individual who owns and operates or bears principal responsibility for operating a small business may be nominated. Partners who jointly own and operate a small business may be nominated as a "team," so long as the number of individuals in the team nomination does not exceed four.

#### ***Concise Statement/Evaluation Criteria:***

- Staying power — a substantiated history as an established business.
  - Number of years in business.
  - Sustained expansion, addition of territories, growth in square footage occupied.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
- Growth in number of employees — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years.
  - Increase over the three years must be in excess of growth in Gross National Product.
- Increase in sales and/or unit volume — an indication of continued growth over the last three years.
  - Consistent growth in net income as evidenced by fiscal year on annual profit-and-loss statements over a minimum of three years.
- Current and past financial reports — a substantiation of improved financial position of the business.
  - Profit-and-loss statements for last three years, reflecting sustained upward growth.
  - Balance sheets for the last three years, showing consistent increase in net worth and/or partners' return.
- Innovativeness of product or service offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.
- Response to adversity — examples of problems faced in the nominee's business and the methods used to solve them.
  - Specific description of financial, physical, legal or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
- Contributions to aid community-oriented projects — evidence of the use of his/her personal time and resources.
  - Specific listing of contributions of money, time, or resources to charitable causes.
  - Membership in councils, boards and clubs providing support and services to the community.

## Entrepreneurial Success

Individuals meeting the following two criteria may be nominated: **They must own and operate businesses initially launched as small businesses according to SBA size standards and subsequently developed into large businesses; and they must have received SBA assistance to help the businesses grow.**

### ***Evaluation Criteria:***

- SBA assistance — documentation of the type(s) and amount(s) of SBA assistance received by the business and the year(s) in which they were received.
- Growth in number of employees -- A benchmark to judge the impact of the business on the job market.  
*(Note: Since the size of the work force varies from industry to industry, nominees must have met the SBA size standards for small businesses in their industries at the time of the SBA assistance and now exceed those standards.)*
- Increase in sales and/or unit volume -- Documentation comparing annual sales at the time of the SBA's assistance to current annual sales.
- Current and past financial reports — To substantiate the financial strength of the business, profit-and-loss statements for the past three years must be provided.
- Innovativeness of product or service offered — An illustration of the creativity and imagination of the business demonstrating its ability to remain competitive.
- Evidence of contributions to community-oriented projects — while community involvement is important for any business, regardless of size, the added resources of a larger business demand an even greater role in advancing the interests of the community.

## Small Business Exporter of the Year

Any individual who owns and operates a small business engaged in exporting may be nominated.

### ***Evaluation Criteria:***

- Increased sales, profits and/or growth of employment because of exporting (The nomination package must include profit-and-loss statements and balance sheets for the past three years.).
- Creative overseas marketing strategies, with a description of the products exported and markets served.
- Effective solutions to export-related problems.
- Demonstrated encouragement of other small businesses to export.
- Volunteer assistance to other small businesses entering the export market.
- Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.

## SBA Young Entrepreneur of the Year

Any individual who serves as a majority owner and operates or bears principal responsibility for operating a small business with a three-year track record, and who will not have reached the age of 30 by June 1, 2004, may be nominated.

### ***Evaluation Criteria:***

- Evidence of success as measured by sales and profits (The nomination package must include profit-and-loss statements and balance sheets for the past three years.)
- Increased employment opportunities created by the nominee's business.
- Development and/or utilization of innovative or creative business methods.
- Demonstrated entrepreneurial potential necessary for long-term business success and economic growth.

## **SBA Family-Owned Small Business of the Year**

Family owned and operated business which has been passed on from one generation to another. Nominees must also serve as a majority owner and operator or bear principal responsibility for operating a small business with at least a 15-year track record. Nominations will be evaluated on the following criteria.

### ***Evaluation Criteria:***

- Evidence of success as measured by sales and profits. (The nomination package must include profit-and-loss statements and balance sheets for the past three years.).
- Increased employment opportunities for family member and non family members for the nominee's business.
- Demonstrated potential necessary for long-term business success and economic growth.
- Voluntary efforts to strengthen family owned businesses with in the community.

## **Phoenix Awards**

Phoenix awards are given to those individuals whose efforts and contributions have enabled their businesses or communities to recover successfully from a disaster. The SBA disaster area offices will nominate and check Phoenix Award nominees.

### ***Phoenix Award for Small Business Disaster Recovery***

Any individual who owns and operates a small business that suffered physical damage following a disaster and received an SBA physical disaster loan may be nominated.

- Recent disaster — The business suffered a physical disaster loss and received an SBA disaster loan during fiscal 2002 and/or fiscal 2003.
- Extent of damage — The business suffered at least 40 percent damage.
- Resiliency — The business successfully resumed its operations within the same area.
- Staying power — The business maintained at least 90 percent of its pre-disaster employment level.
- Contribution to the local community (e.g., the only supermarket in town, a major employer in the city, etc.)
- Speed of recovery.
- Initiative and innovation displayed during recovery.
- Efforts made by the business to protect the property from future disaster losses.

### ***Phoenix Award for Outstanding Contributions to Disaster Recovery***

Phoenix awards may also be presented to a private-citizen volunteer & public official who made outstanding contributions to a community's recovery following a disaster.

## **Awards to Small Business Advocates**

### **Financial Services Advocate of the Year**

Individuals who assist small businesses through advocacy efforts to increase the usefulness and availability of accounting or financial services may be nominated.

#### ***Evaluation Criteria:***

- Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
- Advocacy of changes in the financial services industry to assist small companies.
- Encouragement of the flow of investment capital to small ventures.
- Active support for legislative or regulatory action designed to help small firms.
- Other significant contributions through the financial services or accounting industries to advance small business interests.

## **Home-Based Business Advocate of the Year**

Individuals who have experienced the rewards and difficulties of home-based businesses and have volunteered to improve the climate for these businesses may be nominated.

### ***Evaluation Criteria:***

- Volunteering time and energy to improve the conditions for home-based businesses.
- Engaging in entrepreneurial training, policy development efforts, or financial or business planning specifically tailored for home-based businesses.
- Demonstrated interest in home-based businesses as an owner or former owner.
- Measurable accomplishments in advanced home-based businesses, such as adoption of public policy or expansion of a program.

## **Minority Small Business Advocate of the Year**

Individuals who have fulfilled a commitment to support minority entrepreneurship may be nominated. Nominees may or may not be small business owners.

### ***Evaluation Criteria:***

- Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
- Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
- Voluntary provision of professional services to the minority small business community in a legal, legislative, managerial or financial capacity.
- Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.
- Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

## **Small Business Journalist of the Year**

Journalists representing television, radio, electronic or print media may be nominated. Sample articles or tapes are encouraged.

### ***Evaluation Criteria:***

- Concerted efforts to increase public understanding of the importance of small business contributions to the economy.
- Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.
- Voluntary community service aimed at enhancing small business opportunity and growth.
- Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.

## **Veteran Small Business Advocate of the Year**

Individuals who have fulfilled a commitment to advancing small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

### ***Evaluation Criteria:***

- Active support for legislative or regulatory action designed to help small businesses.
- Evidence of increased business opportunities for veterans as a result of the nominee's actions.

- Advisory activities to improve awareness among veterans' groups of small business opportunities.
- Advocacy of special consideration for veteran-owned small businesses in government policymaking.
- Demonstrated accomplishment in obtaining support within the community for the establishment of veteran-owned small businesses.
- Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses.

## **Women in Business Advocate of the Year**

Individuals who have fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners.

### ***Evaluation Criteria:***

- Active support for legislative or regulatory action designed to help small businesses.
- Efforts to increase business and financial opportunities for women.
- Legal, financial or managerial assistance provided to enhance women's business ownership.
- Volunteer efforts to strengthen the role of women business owners within the community.
- Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.